PLUS
MARKETING
Canadian ops welcome
U.S. basic services

- Federal court setback for FCC pre-empt rights
- USA partners give net exclusive basic product
- Showtime buys time on Big Three in promo push
- TBS asks FCC okay to uplink Soviet bloc games

CableVision™

The news and features weekly of the cable television industry

August 20, 1984

Turner takes aim at MTV

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Leading the week 11-20

New beat for Turner

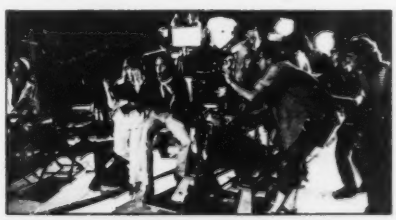
Turner Broadcasting System Ted Turner, already the all-news champ and basic cable's most prolific programmer, now plans to take on cable's best-known service—MTV—with his own 24-hour music video service—if enough MSOs and operators indicate an interest. The fact that he's offering the first five years of the service for free appears to have sparked serious interest—with some reservations.

FCC pre-empt test

A federal district court in New Orleans will hear arguments this week in the case filed by Cox Cable seeking to bar the city from blocking a proposed re-tiering of its basic service package. In what is considered the first test of an FCC order pre-empting local controls over tiered services, the court earlier barred Cox from its plan to unbundle its services.

USA gets exclusive

USA signs deals with parents Time Inc., Paramount, and MCA for programming with an exclusive, 30-day basic cable window between broadcast or pay cable showings and television syndication. *USA Premiere Event* will debut in October with Paramount's *Evita Peron* mini-series, which already has aired on broadcast television.



Showtime launches campaign

Showtime takes its "We Make Excitement" campaign to the broadcast networks in September in an effort that will cost $8-10 million. The latest campaign marks the first time Showtime has gone to the three networks to advertise its programming.

Oak rings up sale

Oak Industries has made its first sale of its new base-band addressable converter box. The company hopes that its Sigma line will boost the fortunes of the company, which recently has experienced a series of financial losses.

Sections

Programming 28

CNN and C-SPAN's coverage of the 1984 Democratic Convention in San Francisco provided insights into the political process that were unavailable through the "break in, break away" coverage of the Big Three networks. Also, Robert DiMatteo reviews Showtime's new offering, *Cat on a Hot Tin Roof*.

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The Nashville Network draws some 165,000 members into its "Country Card" club, aiding the service's efforts to attract viewers and new cable affiliates. Larry Jaffe reports.

Business 47

Cable TV of York, Pa., and The York Water Co. have teamed up to launch the first commercial central meter reading project between a utility and cable company. The venture, according to one cable official, could serve as a prototype for other such projects.

Government & Law 52

The House Commerce Committee's report on H.R. 4103 offers insight into the background and strategies of the lawmakers who assembled the package, especially on the controversial topics of franchise renewal, cable access to premises, and non-cable regulation.

About the cover

Artist Christopher Boyer illustrates the impending "battle of the bands" between MTV Networks Inc. and Ted Turner.

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TBS ASKS FCC OK ON USSR GAMES

WASHINGTON — Turner Broadcasting System Inc. has asked the Federal Communications Commission for permission to operate a satellite receive station so it can cablecast what is being billed as the "Russian Olympics."

In its request to the FCC, TBS said it is asking for permission to receive a feed from the Soviet satellite Ghorizont Station from Aug. 15-30. TBS needs the feed to carry the "Friendship Games," the Soviet Bloc Olympic games which will take place in several countries, including the Soviet Union, Czechoslovakia, and Hungary.

TBS said it received permission to take the feed from Intervision, the television news network of the Eastern European Bloc countries.

According to its document, Turner plans to cover the games on Cable News Network as news programming and on a periodic basis over the two-week run. TBS would accept the feed and edit the games to fit its format, according to the document.

In order to receive the go-ahead, Turner must first convince U.S. authorities that notwithstanding the Soviet boycott of the games, there is a public interest argument in favor of carriage.

In its request, TBS said "given the absence of the Soviet-bloc teams from the Olympic games and the public controversy surrounding the Soviet boycott . . . there is widespread interest in the Friendship games, and in how the performance of the Soviet-bloc athletes will compare to that of the Olympic athletes."

TBS said it plans its coverage as a "newsworthy event" and that without permission to receive from the Soviet bird, there would be "no feasible transmission alternative."

Total weekly minutes viewed per household
(24 hours)

	1st Half 1984		1st Half 1983		Difference (Minutes)	% Change
	Minutes	Share	Minutes	Share		
In all cable TV HH						
Cable Origination	431	13%	323	10%	+108	+33.4%
Superstations	288	9	254	8	+34	+13.4
Pay Service	362	11	355	11	+7	+2.0
Affiliates	1971	58	1962	60	+9	+0.5
Independents	439	13	454	14	–15	–3.3
Public	90	3	99	3	–9	–9.1
Total Usage	3377		3250		+127	+3.9
In pay TV HH						
Cable Origination	486	14%	370	11%	+116	+31.4%
Superstations	290	8	265	8	+25	+9.4
Pay Service	619	17	584	17	+35	+6.0
Affiliates	1922	54	1914	55	+8	+0.4
Public	88	2	90	3	–2	+2.2
Independents	466	13	508	15	–42	+8.3
Total Usage	3583		3478		+105	+3.0

Source: A.C. Nielsen

NIELSEN STUDY: CABLE UP, B'CAST DOWN IN VIEWING

NEW YORK—Viewing of cable-originated programming in cable households grew 33.4 percent over last year, while broadcast network erosion resumed a significant downward trend, with viewing to the three networks in cable households off 3 share points from a year ago during the first six months of 1984. Broadcast networks also were down 4 percent in average audience.

This data, from A.C. Nielsen Co.'s Cable Status Report, was prepared and released by the Cabletelevision Advertising Bureau. The information, according to CAB President Bob Alter, demonstrates the "dramatic" shifts in viewing habits of cable television households. The advertising community, Alter said, traditionally trained to look at quarter-hour ratings when making purchasing decisions, may be missing trends in overall viewing patterns. The Nielsen findings also show, for the first time, cable-originated programming receiving more viewing than independent stations in cable homes during the second quarter of 1984. Viewing of independents in these homes was down 13.4 percent, from the same time last year, while viewing of cable-originated programming was up 29.2 percent, or a total 48.2 percent, for all cable programming, including superstations and pay services.

"There are certain cliches we get stuck in in this business," Alter said. A common misconception, he added, is that broadcast network erosion goes to independent stations. These findings, Alter said, show viewers in cable homes leaving the networks and spending more time with cable.

FCC OWNERSHIP CAP DECISION DELAYED UNTIL APRIL 1985

WASHINGTON — Reacting to pressure from Congress last week, the Federal Communications Commission delayed its recent decision to expand from seven to 12 the number of television stations an individual or broadcast group can own. The FCC will reconsider the TV ownership cap in April 1985.

"We are aware that concerns have been expressed by the Congress, and we are sensitive to those concerns," the FCC said. "Thus, we have decided not to proceed with the implementation of the decision insofar as it relates to television station ownership."

Last week's FCC delay was prompted by a letter signed by Reps. John Dingell (D-Mich.), Tim Wirth (D-Colo.), and Mickey Leland (D-Texas) asking the commission to reconsider the TV ownership limit.

Two weeks ago, the FCC raised from seven to 12 the number of TV, AM, and FM stations an individual or broadcast group can own nationally.

The FCC decision drew immediate criticism from members of the Congress and interest groups such as the Motion Picture Association of America that feared increased network power.

CABLE STATS

Film product comparison—August

Film	Pay Networks					Distributor
Across the Great Divide				(HTN)	MAX	Simcom
Adventures of Sherlock Holmes, The			(TMC)		MAX	Leo Gutman
African Adventure		ST*				Satori
Airplane II: The Sequel		ST				Paramount
American Werewolf In London	HBO					Polygram
Anastasia				(HTN)	MAX*	20th Century-Fox
And Baby Makes Six					MAX	NR
Anna to the Infinite Power	(HBO)		TMC			Film Gallery
Annie					MAX	Columbia
Around the World In 80 Days			(TMC)	HTN	(MAX)	Warner Bros
Badge 373			TMC			Paramount
Beach Girls, The		ST			(MAX)	Crown
Beast Within, The					MAX	MGM/UA
Beastmaster, The					MAX	MGM/UA
Beloved Infidel			TMC*	(HTN)		20th Century-Fox
Beyond Evil		(ST)	TMC			Andrew and Associates
Bitch, The		ST				Telepictures
Black Rose, The				HTN*		20th Century-Fox
Blade Runner		(ST)	TMC		(MAX)	Embassy
Blinded by the Light	HBO					Time Life Films
Blood of Others, The	HBO					Cine-Simone Inc
Brainstorm	(HBO)	(ST)	(TMC)	HTN	(MAX)	MGM/UA
Burn!			TMC			MGM/UA
Challenge, The		ST*			MAX	CBS
Class	HBO	ST	TMC			Orion
Commancheros, The			TMC*	(HTN)	(MAX)	20th Century-Fox
Compleat Beatles, The				HTN*	MAX*	Universal
Cracking Up	(HBO)		(TMC)	HTN		Warner Bros
Curse of the Pink Panther	HBO	ST		HTN		MGM/UA
Daniel					MAX	Filmwriters Co
Deep, The			TMC	(HTN)	(MAX)	Columbia
Doctors and Nurses		ST				Satori
Dog Day Afternoon		(ST)	(TMC)		MAX	Warner Bros
Eating Raoul		(ST)	TMC		(MAX)	20th Century-Fox
Eddie and the Cruisers	(HB)		TMC*			Embassy
Emanuelle in Bangkok					MAX	Film Gallery
Fan, The	(HBO)		TMC			Paramount
Farewell to Arms, A			(TMC)	HTN*		20th Century-Fox
Fast Times at Ridgemont High	HBO	(ST)	TMC			Universal
Ffolkes			TMC*	(HTN)	(MAX)	Universal
Final Option, The			TMC			MGM/UA
Five Days One Summer				(HTN)	MAX	Warner Bros
Flashdance		ST	(TMC)			Paramount
48 Hours	(HBO)	ST*	(TMC)			Paramount
Friday the 13th Part II	HBO		(TMC)			Paramount
Funeral Home			(TMC)		MAX	Wescom
Gallipoli		(ST)			MAX	Paramount
Getting It On			TMC			ComWorld
Ghidra, the Three-Headed Monster			TMC			Alan Enterprises
Gigantis, the Fire Monster			TMC			Alan Enterprises
Gloria	HBO					Columbia
Godzilla vs. The Sea Monster			TMC			Alan Enterprises
Goin' All The Way	(HBO)	ST*				Shapiro
Grand Baby		ST				Topper/Carew
Great Santini, The			TMC			Warner Bros
Halloween III Season of the Witch		ST				Universal
Hard Country					MAX	ITC
Harold and Maude			TMC			Paramount
Headin' for Broadway					MAX	Broadway Research
Heads or Tails			TMC*			Castle Hill
Heart Like a Wheel	HBO	ST	TMC	HTN		20th Century-Fox
High Road to China	(HBO)				MAX*	Galaxy Films
Honey					MAX	River course
H.O.T.S.		ST			MAX	The Blum Group
Hound of the Baskervilles, The			(TMC)		MAX	Leo Gutman
House of God			TMC			MGM/UA
Inn of Sixth Happiness, The				HTN*	(MAX)	20th Century-Fox
It Came From Hollywood	HBO		TMC			Paramount
I, The Jury	HBO	(ST)	TMC			20th Century-Fox
It Happened At The World's Fair		ST				MGM/UA
Jackpot			TMC			20th Century-Fox
Jaws of Satan		ST	(TMC)			MGM/UA
Jaws III	(HBO)		(TMC)	HTN*	(MAX)	Universal
Jayne Mansfield Story, The					MAX*	A. Landsburg
Jericho Mile, The					MAX	ABC Video
Jinxed		ST			(MAX)	MGM/UA
Journey to the Center of the Earth				(HTN)	MAX	20th Century-Fox
King Kong		ST	TMC		MAX	Paramount
Kiss My Grits			TMC			Interfilm
La Boum					MAX	Columbia
Lady Chatterley's Lover			(TMC)		MAX*	Viacom
Last Tango in Paris			TMC			MGM/UA
Last Unicorn, The			(TMC)		MAX	ITC
Last Waltz, The			(TMC)	HTN*		MGM/UA
Let's Spend the Night Together				HTN		Embassy
Little Prince, The			TMC			Paramount
Loneliness of the Long Distance Runner				HTN		Warner Bros
Lonely Lady, The	HBO	ST				Universal
Longshot			TMC			Goldfarb
Lords of Discipline, The		ST*	(TMC)			Paramount
Love Child			TMC		(MAX)	Warner Bros
Lovesick	(HBO)	ST		HTN		Warner Bros
Mango Tree, The	(ST)	ST				Satori
Man Who Wasn't There, The			TMC			Paramount
Melvin and Howard			TMC			Universal
Merry Go Round		ST				Film Gallery
Midsummer's Night Sex Comedy, A	HBO	(ST)	(TMC)		(MAX)	Warner Bros
Mondo Cane					MAX	Janus
Monty Python's The Life of Brian					MAX	Warner Bros
Mr. Hobbs Takes A Vacation			TMC	(HTN)	MAX*	20th Century-Fox
Mr. Mom	HBO*	ST	TMC	HTN	MAX	20th Century-Fox
My Bodyguard		ST	(TMC)		(MAX)	Prime Time Ent
My Favorite Year		ST		HTN	(MAX)	MGM/UA
My Tutor		ST				Universal
Nesting, The			TMC*		MAX	Quality Cable
1990: The Bronx Warriors		ST				UFD
North to Alaska			(TMC)	HTN*		20th Century-Fox
Now and Forever	HBO		TMC			Universal
Octopussy	(HBO)	(ST)	(TMC)	HTN*	(MAX)	MGM/UA
O'Hara's Wife	(HBO)		(TMC)	HTN		Albacore
One Dark Night			TMC			ComWorld
One Flew Over The Cuckoo's Nest		ST			MAX	MGM/UA
On the Waterfront		(ST)	TMC*	(HTN)	(MAX)	Columbia
On the Yard					MAX	Film Gallery
Outsiders, The	(HBO)	ST	TMC*	HTN		Warner Bros
Pirates of Penzance			(TMC)	HTN		Universal
Porky's		ST*	(TMC)		MAX*	20th Century-Fox
Porky's II: The Next Day	HBO	ST	TMC		MAX	20th Century-Fox
Popeye					MAX	Paramount

Andrew McCarthy is the prep school student who has an affair with his friend's mother, Jacqueline Bisset, in 'Class.'

CABLE STATS

Rebecca De Mornay plays the call girl who makes a house call to Tom Cruise in 'Risky Business.'

Film	Pay Networks					Distributor
Pretty Baby			TMC*			Paramount
Prince Valiant				(HTN)	MAX	20th Century-Fox
Raggedy Man		(ST)	TMC		(MAX)	Universal
Rainbow		(ST)	TMC			Viacom
Red-Headed Woman		ST				MGM/UA
Reds	HBO	(ST)	(TMC)			Paramount
Risky Business	HBO*	ST	TMC		MAX	Warner Bros
Road Warrior		(ST)	TMC		(MAX)	Warner Bros
Rock Show				HTN*		Merimax
Romantic Comedy	HBO			HTN		MGM/UA
Ruling Class, The			TMC			Embassy
Runaway Island		ST				Grundy
Secret Garden		ST				MGM/UA
Secret Life of Walter Mitty, The					MAX	S. Goldwyn
Selkie the Seal		ST				Satori
Sender, The			TMC*			Paramount
Sex With The Stars					MAX	Film Gallery
Sherlocke Holmes Hound of the Baskervilles		(ST)	TMC			Leo Gutman
Sherlocke Holmes Pearl of Death			TMC*			Leo Gutman
Sherlocke Holmes The Secret Weapon		(ST)	TMC*			Leo Gutman
Shoot the Moon					MAX	MGM/UA
Simon					MAX	Warner Bros
Sink the Bismarck		(ST)		HTN*	MAX*	20th Century-Fox
Small Town Girl		ST				MGM/UA
Somewhere In Time		ST*		(HTN)	(MAX)	Universal

Film	Pay Networks					Distributor
Son of Godzilla			TMC			Alan Enterprises
Sooner or Later			TMC			Viacom
Sorceress		ST				Viacom
S.O.S. Titanic					MAX	Viacom
Sounder		(ST)	TMC			20th Century-Fox
Spirit of St. Louis			TMC		(MAX)	Warner Bros
Star Chamber, The	HBO	ST				20th Century-Fox
Stars In My Crown		ST				MGM/UA
Starstruck			TMC	HTN*		Cinecom
State Fair				HTN*	MAX	20th Century-Fox
Staying Alive			TMC*			Paramount
St. Helens	HBO				(MAX)	Michael Murphy
Still of the Night	(HBO)				MAX*	MGM/UA
Strange Brew	(HBO)	TMC*		HTN		MGM/UA
Strange Invaders	HBO					Orion
Stranger's Hand, The					MAX	Janus
Sunshine's On The Way	HBO	ST				LCA
Superman II					MAX	Warner Bros
Survivors, The		ST				Columbia
Swallows and Amazons		ST				Viacom
Table for Five			(TMC)	(HTN)	MAX	CBS
Take Her, She's Mine			TMC			20th Century-Fox
Tempest	(HBO)		TMC	(HTN)		Columbia
Terror on a Train		ST				MGM/UA
That Midnight Kiss		ST				MGM/UA
They Call Me Bruce?	HBO		TMC			Film Ventures
They Got Me Covered		ST				Goldwyn
Thirty-Nine Steps, The					MAX	Rank
Time Rider			TMC			Simcom
Tom Horn			TMC*			Paramount
Tough Enough		(ST)	TMC*	HTN		20th Century-Fox
Toy, The	HBO	(ST)	(TMC)	(HTN)	(MAX)	Columbia
Trail of the Pink Panther, The		ST	TMC	HTN		MGM/UA
Twelve Chairs, The					MAX	Wrightwood
Unholy Garden		ST				Goldwyn
Vigilante		ST*				Films Around the World
Waltz Across Texas			(TMC)	HTN*	(MAX)	Atlantic
Wargames	(HBO)	(ST)	TMC	(HTN)	(MAX)	MGM/UA
We of the Never Never					MAX	Columbia
Westward The Women		ST				MGM/UA
White Buffalo, The		ST	(TMC)		(MAX)	MGM/UA
Wilma					MAX	Columbia
With a Song In My Heart				HTN*		20th Century-Fox
Witch's Sister		ST				Film Gallery
Without A Trace	(HBO)	ST*	(TMC)	(HTN)		20th Century-Fox
Wizard of Oz		ST				Alan Enterprises
World According to Garp, The		ST	(TMC)		(MAX)	Warner Bros
Young Doctors In Love	HBO	(ST)	TMC		(MAX)	ABC Video Enterprises
Young Frankenstein			(TMC)		MAX*	20th Century-Fox
Young Lions, The			TMC	(HTN)	(MAX)	20th Century-Fox

Cable Network Legend:
HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network
MAX—Cinemax

■ Networks in parentheses indicate carriage in March, April, May, June, July and/or August.

■ An asterisk indicates that the film is a carry-over from March, April, May, June, July and/or August.

■ In total, 194 films appear on the August schedules of HBO, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, five films have played on all five services, nine films have played on four of the five services, thirty-four films on three services and fifty-three on two services. Ninety-three were unduplicated.

■ The motion picture distributor with the most titles on pay TV this month is MGM/UA with 29, followed by 20th Century-Fox with 27 and Paramount with 19.

■ *Risky Business*, with Tom Cruise, is featured on HBO's program guide cover. Cinemax is featuring on its program cover *Risky Business*, *Mr. Mom*, Duran Duran and Bette Midler. On Showtime's program guide cover are Jessica Lange as Maggie in *Cat On A Hot Tin Roof*, Michael Keaton from *Mr. Mom*, the series *Brothers*, and *Steambath*. *Risky Business*, *Mr. Mom* and *Porky's II: The Next Day* are featured on the program guide cover of The Movie Channel. Home Theater Network also features *Mr. Mom* with Teri Garr and Michael Keaton on its program guide cover.

Top 20 systems

Rank	Location	Operator	Basic subs	
1	San Diego, CA	Cox Cable	243,873	(6/84)
2	Woodbury (Long Island), NY	Cablevision Systems	231,000	(6/84)
3	Manhattan, NY	ATC	187,900	(12/83)
4	Houston, TX	Warner Amex	184,500	(6/84)
5	San Antonio, TX	Rogers Cablesystems	183,780	(5/84)
6	Florida Division	ATC	179,800	(12/83)
7	East Orange, NJ	MacLean Hunter	163,026	(6/84)
8	Wayne, NJ	UA Cablesystems	130,500	(6/84)
9	Cincinnati area, OH	Warner Amex	129,700	(6/84)
10	Tulsa, OK	United Cable	115,787	(6/84)
11	Audubon, NJ	NYT Cable	114,623	(5/84)
12	Rochester, NY	ATC	108,600	(12/83)
13	Baltimore County, MD	Comcast Cable	107,900	(6/84)
14	San Juan, PR	Harris Cable Corp.	105,719	(6/84)
15	Tidewater (Norfolk), VA	Cox Cable	105,268	(6/84)
16	Erie County, NY	Prime Cable Corp.	104,810	(6/84)
17	Atlanta metro area, GA	Prime Cable	102,616	(6/84)
18	San Jose, CA	Gill Industries	102,233	(5/84)
19	Austin, TX	ATC	98,900	(12/83)
20	Honolulu, HI	ATC	97,100	(12/83)

Top 20 MSOs

Rank	Multiple system operator	Basic subs	
1	Tele-Communications Inc.	2,798,000	(3/84)
2	American Television and Communications Corp.	2,400,000	(5/84)
3	Group W Cable	2,011,000	(6/84)
4	Cox Cable Communications Inc.	1,505,278	(6/84)
5	Storer Cable Communications	1,440,000	(6/84)
6	Warner Amex Cable Communications Inc.	1,382,983	(6/84)
7	Times Mirror Cable TV Inc.	981,304	(6/84)
8	Continental Cablevision	884,000	(6/84)
9	Newhouse Broadcasting	843,649	(5/84)
10	Viacom Cablevision	758,000	(6/84)
11	United Cable Television Corp.	663,000	(5/84)
12	Sammons Communications Inc.	594,000	(5/84)
13	Rogers Cablesystems Inc.	539,848	(5/84)
14	Cablevision Systems Development Co.	521,000	(6/84)
15	Comcast Cable Communications	461,649	(6/84)
16	Telecable Corp.	411,606	(6/84)
17	Heritage Communications Inc.	406,365	(6/84)
18	Jones Intercable Inc.	392,523	(6/84)
19	Capital Cities Cable Inc.	356,670	(6/84)
20	UA Cablesystems Corp.	346,000	(6/84)